

EXHIBIT 2



The New York Times

Which of the following reasons describe why you canceled your subscription? (Select all that apply)

Issue with ease of canceling a subscription

Billing issues

Don't enjoy reading The New York Times as much anymore

I have too many subscriptions

AI makes my subscription unnecessary

Mobile app issues

Problem(s) with customer service

Too many advertisements

Work or school access ended

Too expensive

Need a break from the news

Political bias

Other issues with content

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